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DOING MORE WITH EMAIL MARKETING



Irish Life



If you read the eBook 'Getting started with email marketing' you'll know the basics of setting up an email marketing campaign.

In this eBook we're going to delve deeper. We'll look at:

- How to create a lead incentive that will encourage people to sign up to your list
- How to promote your lead incentive
- Welcome emails
- How to clean your list



LEAD INCENTIVES

It's not always easy to get people to part with their email address. They know that they are giving us something of value. They know we're going to use it to sell to them.

A really good newsletter might be enough but there's no point creating a newsletter unless you can capture subscribers who will be interested in reading.

To do this you'll need to create a 'lead incentive', something that will make the prospect of signing up to your email list more enticing.

A lead incentive is something you give away for free that will add value to your ideal customers in return for an email address. This could be an eBook, a checklist, a free consultation, a discount or entry into a draw.

Choose the right lead incentive and you'll get exactly the right people from your target market signing up to your email list.

DECIDING ON A LEAD INCENTIVE

When choosing a lead incentive you need to ensure that it matches the specific needs of your target customer. It should be something that they will value.

For example. Someone who signs up for your email address in return for a free financial audit will be a more relevant lead than someone who signs up with the hope of winning an iPad.

You should ask yourself:

- What problems do your customers have?
- How can you assist them with these problems?
- What questions can you answer?

Once you know the answers to these questions you can design a lead incentive that will tap into your customer needs and give them value.

This could be:

An eBook

Think of something that will appeal to your target market. For example, if you want to attract new homeowners you could create an eBook about fitting out a new kitchen on a budget.

A Cheatsheet

Cheat sheets are quicker and easier to create than eBooks. They offer some quick tips on how to complete a project. If you are targeting a pension buying audience you could create a quick guide to how much to save to get a decent payout when they retire.

A Checklist

This is exactly what it sounds like. A printable sheet that people can tick off when they complete a task. For example, you could create a 'What you need to pack when you are moving house' checklist.

A Mini Course

This is a drip campaign that sends subscribers a lesson once a day for a number of days (usually a week). For your homebuyers, you could have a 'How to plan your house decor' mini course with modules on colour, furniture, appliances, lighting etc.

Consultation

Can you offer clients a free pension review or consultation if they sign up to your list? This serves the double purpose of getting sign ups and getting people into the sales process.

Discount

Offer a small discount to those who sign up to your list.



HOW TO PUBLICISE YOUR LEAD INCENTIVE

1

Make it obvious on the home page of your website

This incentive is going to help you capture potential customers so make it obvious on your website. Add a call to action to the lead incentive above the fold on your homepage.

Add information about the incentive to sign-up forms on your site.

2

Landing page

Landing pages are specific pages on your website that are designed to get visitors to do one thing. In our case that one thing would be getting them to download our lead incentive.

Outline the benefits of the lead incentive, include an image and the sign-up form. You can link to this page from your 'call to action' on your home page and on your social media accounts.

3

Pop-up windows

Pop-up windows can be annoying but if you create an 'exit intent pop-up' that only appears when someone is about to leave your website you will minimise the annoyance and you'll capture more email addresses than via an embedded sign-up form.

4

Social updates

- Both Facebook & Twitter allow you to pin a post to the top of your pages. This means anyone who visits your will see your post. Use this feature to promote your lead incentive, always include an eye-catching image so visitors don't scroll by.
- On Facebook, include a 'sign up' call to action button. Link this to your landing page for your lead incentive.
- On Twitter, include the link in your bio.
- Change your header images on your social media to promote your lead incentive. These images don't link back to your website so be sure to tell people how to sign up. For example, include 'see pinned post' or 'link in bio' in the text overlay on your image.
- Use social advertising to promote your lead incentive.



WELCOME EMAILS

If I subscribe to your list today and don't hear from you for a month, or longer, there's a good chance I'll have forgotten I subscribed. When I finally get an email from you I might wonder why I'm getting it.

One way to ensure you stay in your subscriber's memory is to send a welcome email as soon as they sign-up to your list. Your email marketing software will help you set this up.

Your welcome email is your first contact with your prospect. It's your opportunity to make a good first impression. Spend some time composing a good, warm and friendly message.

What should you include in your welcome email?

1. Welcome the subscriber to the list and thank them for their interest.
2. Tell them what to expect. Will you be emailing them daily? weekly? monthly?
3. Tell them more about you. Keep this short, it's not a sales pitch just some background information on your business and what you do.
4. Ask them to tell you about themselves. This opens a conversation with new subscribers and is the beginning of a stronger relationship
5. Tell them how to unsubscribe. I know that sounds counter-productive but if someone wants off the list it's better for you if they hit the unsubscribe button than the 'spam' button.
6. Tell them how to get in touch with you.

The tone of voice you use in your welcome email should be friendly and professional. Avoid using buzzwords or complicated language. Imagine sitting in front of a customer and speaking to them. You should use the same tone in your email communications.

Keep it short. According to Litmis.com 53% of people open email on a mobile device.

Once you've created your welcome email send it to yourself and read it on your phone. Does it seem too long for the mobile audience? Do you have to scroll too much?



LIST CLEANING

If you have neglected your email list don't panic. Many small businesses have let their email marketing slide over time.

The problem of having an inactive list is that people change their email addresses frequently, others change circumstances and are no longer interested in what you do.

If it's been more than three months since you sent your last newsletter, consider cleaning your list.

Here's how:

Use your email marketing software to identify the people who haven't opened an email from you in the last 12 months (assuming you have sent them).

Send an email to just those. Tell them that you've noticed they haven't opened an email from you in the last year and out of courtesy you are unsubscribing them from the list. Then give them the option to re-subscribe.

Those who are really interested in your business will re-subscribe, those who don't are no longer interested.

This might seem like a scary prospect, you'll lose a good chunk of your email subscribers but you don't want to waste money sending emails to people who don't want them.



WHAT'S NEXT?

- Decide on a lead incentive you can use to entice new subscribers
- Promote your lead incentive on your website and on social sites
- Set up a welcome email
- If you have an inactive list clean it



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